



NEWSLETTER

Volume- II, Issue- X, September, 2024

The LaunchPad

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The LaunchPad

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School of Management:

Over the years, School of Management has emerged as a professional school with focus on business management, hospital management and administration, agri-business, industry-academia interface, sectoral business strategies and such focus is reflected in several major activities under this school: Innovation, Research, Expertise and Entrepreneurship leads to create a knowledge hub of ultimate Business Excellence.

Mission of the School:

To provide quality-based management education to built business leaders with competitive global environment and conducting technology based innovative research for imparting Knowledge in different areas of management and promote young mind for entrepreneurship development for the betterment of the society.

Vision of the School:

To attain global presence by implementing leadership, innovative ideas, and responsible corporate leaders through flexible, skill based allied management education driven by high impact research areas.

Principal's Meet organized by ICFAI Business School (IBS group)

At the Sonnet Hotel in Kolkata, ICFAI Business School hosted a Principal's Meet on September 1, 2024, which brought together principals from a number of reputable schools and universities. Building contacts and having meaningful conversations about the changing trends in leadership, education, and academic collaboration were the goals of the event. The head of the School of Management, Dr. Pramiti Roy, proudly and honorably represented Swami Vivekananda University.

Key highlights of the meet included insightful speeches from education experts, a presentation on ICFAI Business School's latest initiatives, and a dialogue on how schools and higher education institutions can better prepare students for the future. The gathering also provided a platform for principals to share best practices and network with peers, facilitating greater cooperation between schools and higher educational institutions. Overall, the event was well-received and strengthened ICFAI Business School's ties with the academic community.



Publication of Book

The book titled “*Strategic Financial Innovations: Emerging Trends and Policies*” delves into the rapidly evolving landscape of global finance, offering insights into cutting-edge financial strategies and the impact of emerging trends on the industry. Authored by leading experts in the field, the book explores the intersection of technological advancements, regulatory changes, and innovative financial products that are reshaping the world of finance.

Key topics covered include blockchain technology, fintech innovations, digital currencies, sustainable finance, and regulatory policies that are influencing both corporate and public financial practices. The book also highlights how these innovations are driving new business models, altering investment strategies, and creating opportunities for growth in both established and emerging markets.

“*Strategic Financial Innovations: Emerging Trends and Policies*” serves as a comprehensive guide for professionals, policymakers, and academics, offering valuable frameworks for navigating the complexities of modern finance. It provides actionable insights for those looking to understand the implications of these innovations and the policies required to foster a balanced, resilient financial ecosystem in the face of rapid change.

Dr. Shantanu Chakraborty did his masters and Ph.D. from the University of Calcutta and presently he is serving as Professor and Director (Research) of School of Management Studies at Swami Vivekananda University, Barrackpore, West Bengal. Previous to that, he has served few institutes of repute namely, St. Xavier's University Kolkata, IISWBM Kolkata, Bharatiya Vidya Bhavan Institute of Management etc. Dr. Chakraborty is also associated with Calcutta University as guest faculty in Business Management Dept, Alipore Campus. At present six research scholars are pursuing their research for Ph.D. under his supervision at Swami Vivekananda University and MAKAUT (previously WBU). He has seven numbers of Text Books in the area of Accounting & Finance and Information Technology along with many Journal publications and conference papers. Dr. Chakraborty has been involved as resource person in several State Level and National Seminars in the area of finance and research methods. Dr. Chakraborty is a SPSS empaneled resource person of SPSS Inc. and he has delivered on Research methods and SPSS in many Workshops / Seminars in different University or Institutions. He was resource person of several corporate training programme for Sr. Officers of DVC, Coal India Ltd., Garden Reach Ship Builders and Engineers. Dr. Chakraborty was an investigator of CAPART (under Ministry of Rural Development) and visited many NGOs in remote villages in West Bengal for assessment of their projects.



Mr. Neelanjana Mitra is an accomplished professional currently serving as the Assistant Professor and Coordinator of the Department of Business Management at Swami Vivekananda University. With a robust background spanning both corporate and academic spheres, He brings a wealth of diversified experience in the field of management. Drawing from several years of extensive involvement in corporate and industrial sectors, he has gained invaluable insights and practical knowledge. This hands-on experience has significantly contributed to a nuanced understanding of management practices, offering a unique perspective that seamlessly integrates theoretical concepts with real-world applications. This academic endeavor reflects a dedication to furthering knowledge in specialized areas, focusing on research themes encompassing Bank Merger, Acquisition & Reforms, Digital & Cashless Banking, Job Satisfaction & Consumer Behavior. This multifaceted research experience underscores a commitment to advancing the knowledge base within the field of management and driving meaningful contributions to the academic community. He has more than 17 publications national & international journals and has 3 granted patents in the field of Management. Currently he is pursuing his Doctoral degree in Management Science from Maulana Abul Kalam Azad University of Technology.



Presently, Miss Moumita Acharya is an Assistant Professor in the department of Business Management, at Swami Vivekananda University, Barrackpore. Prior to joining Swami Vivekananda University, worked as visiting faculty in the Department of Commerce at Maharani Kashiwari College, University of Calcutta. She was also associated as Visiting Faculty in the Department of Commerce, Sreea Nivedita University and Adamas University. She completed her B.Com. (Hons.) in Accounting and Finance from City College, University of Calcutta with 1st Class in the year 2017. In 2019, she completed her M.Com. with 1st Class from University of Calcutta. She qualified UGC-NET in the year 2021. She has published several research papers and articles in several national and international journals and edited volumes of repute. In addition to her publications, she has presented different research papers in national and international seminars and conferences. Miss Acharya, specializing in Accounting and Finance, teaches a diverse range of subjects, including Financial Accounting, Cost and Management Accounting, Taxation, Corporate Accounting and Reporting, Financial Markets, and Entrepreneurship Development.



Strategic Financial Innovations *Emerging Trends and Policies*

Edited by
Shantanu Chakraborty
Neelanjana Mitra
Moumita Acharya

STRATEGIC FINANCIAL INNOVATIONS: EMERGING TRENDS

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Academic

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INR 500 | \$ 20



PENPRINTS



Certificate Distribution for the workshop- Bharatiya Nyaya Sanhita

A Certificate Distribution Ceremony was held following the successful completion of a workshop on the Bharatiya Nyaya Sanhita, aimed at providing participants with a deeper understanding of the significant reforms and contemporary relevance of India's legal system.

The workshop covered various aspects of the Bharatiya Nyaya Sanhita, including its evolution, key amendments, and the impact of recent changes on law enforcement and the judiciary. Legal experts and scholars discussed the modernization of the penal code, emphasizing the balance between traditional legal principles and the need for reforms to address contemporary societal challenges.

During the certificate distribution ceremony, participants were recognized for their active engagement and contributions throughout the workshop. Distinguished guests and legal professionals were present to award certificates, appreciating the dedication of attendees in enhancing their knowledge of India's legal framework.

The event concluded with positive feedback from participants, who expressed their appreciation for the opportunity to engage with experts and gain practical insights into the Bharatiya Nyaya Sanhita. The workshop and certificate distribution ceremony marked a significant step in promoting legal literacy and awareness among future legal practitioners and scholars.



Placement Drive from My Job Grow

A Placement Drive was organized by My Job Grow, aimed at providing students with diverse career opportunities across various industries. The drive attracted top recruiters from fields such as IT, finance, marketing, sales, and human resources, offering students a platform to interact directly with employers and secure promising roles in leading companies.

The drive began with an orientation session, where representatives from My Job Grow briefed students on the interview process, resume-building techniques, and how to showcase their skills effectively. Recruiters conducted pre-placement talks, sharing insights about their companies, job roles, and the skills they seek in potential candidates.

Students participated in a series of interviews, aptitude tests, and group discussions, allowing them to demonstrate their abilities in real-time. Several students received immediate job offers and internship opportunities, while others were shortlisted for further rounds of interviews.

The placement drive provided a successful networking platform for students and recruiters, with My Job Grow playing a crucial role in bridging the gap between talent and opportunity. The event received positive feedback from both participants and employers, enhancing the employability of students and opening doors to various career pathways.



International Conference on Transformation and Sustainable Growth for Business Development (ICTSGBD Version 2.0)-2024

The *International Conference on Transformation and Sustainable Growth for Business Development (ICTSGBD) Version 2.0 – 2024*, organized by School of Management, Swami Vivekananda University, is a premier global event focused on the intersection of business transformation and sustainable growth. Scheduled for 2024, this second edition aims to bring together thought leaders, academics, industry experts, and business professionals from around the world to discuss and explore cutting-edge strategies for fostering sustainable growth in businesses across industries.

The conference will cover key themes such as sustainable business practices, digital transformation, innovation management, corporate social responsibility (CSR), green finance, and the role of technology in driving sustainability. Participants will have the opportunity to attend keynote sessions, panel discussions, and workshops led by global experts, offering diverse perspectives on how businesses can adapt to rapid market changes while promoting sustainability.

Key highlights of ICTSGBD Version 2.0 include:

- Expert Keynotes from prominent business leaders and scholars on sustainability and transformation strategies.
- Research Presentations showcasing the latest studies on sustainable business practices and growth models.
- Workshops and Networking Sessions aimed at fostering collaboration between academia, industry, and policymakers.
- Case Studies of successful business transformations that have achieved long-term sustainable growth.

The conference seeks to create a platform where innovative ideas and practical solutions can be shared to tackle global challenges such as climate change, resource depletion, and economic inequalities, all while maintaining business competitiveness and profitability.

Overall, ICTSGBD Version 2.0 - 2024 promises to be a vital forum for knowledge exchange and collaboration, empowering businesses to integrate sustainable practices and remain resilient in the evolving global landscape.

24th-25th
September



— INTERNATIONAL —
CONFERENCE

ON TRANSFORMATIONS AND SUSTAINABLE GROWTH
FOR BUSINESS DEVELOPMENT
(ICTSGBD Ver 2.0) - 2024

Organized By

SCHOOL OF MANAGEMENT
SWAMI VIVEKANANDA UNIVERSITY



About the University

Swami Vivekananda University was established in the year 2019 by the RERF Foundation and has, over the last couple of years, grown in rapid strides to transform itself into a reputed University. RERF is a prominent educational conglomerate in the state of West Bengal and a leading Private-sector Educational Group with over 28 institutions dedicated to imparting demand-driven education in Pure and Applied Science, Engineering, Technology, Management, Agriculture, Life Science, Allied Health Science, Humanities and Social Sciences, journalism, mass communication, and related areas with high-quality cognizance in various undergraduate, postgraduate, and Doctoral programs.

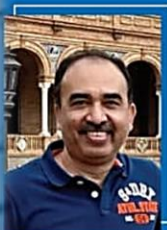
The University already has over 8,000 students pursuing various graduate and postgraduate programmes, including around 250 research scholars within a couple of years. Some of the highlights are an integrated hi-tech eco-friendly campus, highly equipped technical and language laboratories, a well-furnished library with national and international Journals under digital extensions, smart Classrooms in all the disciplines, a Wi-Fi-enabled smart campus, Sports, a swimming pool, a gym, canteen and cafeteria facilities, a multipurpose hall, Medical harbours, Banking Services, a campus vigilance and Security System, and an industry-relevant curriculum. SVU is moving ahead by allying with the leading universities and Institutions of the nation and state. The University has nine Schools in Engineering, Agriculture, Management, Computer Science, Life Sciences, Allied Health Sciences, humanities, and social sciences, with 24 departments and 50 programmes. Research here is a practice, with erudite members of the faculty having regular research accomplishments. Faculty and Staff Development have been given the highest priority through hosting R&D events like National and International conferences, workshops, symposiums, and seminars regularly. The ICTSGBD-2024 is the platform of inspiration for extensive innovations and expansive research contributions, with an aim towards demand-motivated research, development, and innovation. We hope it will be an idea-sharing platform for extensive research and an assembly of innovative research contributions from prominent as well as emerging researchers in the field.

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Call For Papers

Full research papers with a maximum word count of 3000–4000 words in all fields of marketing, finance, human resources, strategy, finance, economics, supply chain management, business analytics and artificial intelligence, other social science, and business case studies directly relevant to this conference theme are invited. These papers may be any of the following, but are not limited to:

Conference Tracks

- ▶ **Track 1:** Transformation in Marketing Management
- ▶ **Track 2:** Transformation in Financial Sector, Sustainable Development and Finance
- ▶ Ethical Dilemma in Finance, Financial Analytics
- ▶ **Track 3:** HR in Volatile, Uncertain, Complex, and Ambiguous (VUCA) times, Workplace Diversity, Virtual Workplace, Stress management at Workplace, Competitive Advantage through Strategic HRM
- ▶ **Track 4:** Transformation, Digitalization, and E-commerce and E-business. Impact of AI & ML on different sectors.
- ▶ **Track 5:** Transformation in operation and Supply Chain and International Business
- ▶ **Track 6:** Digitalization and Economic Transformations
- ▶ **Track 7:** Special track on SDG Industry Innovation, Transformation, and Business Growth.

Publication Opportunities

All registered and presented papers will go through a peer review process, and selected papers will be published in either reputed UGC-CARE Listed / Scopus Indexed Journals or in some Edited Volume with ISBN and DOI subject to consent from the author/s.

IMPORTANT DATES

Full Paper Submission: 15/03/2024
Acceptance Notification: 20/03/2024
Registration Date: Up to 20/03/2024

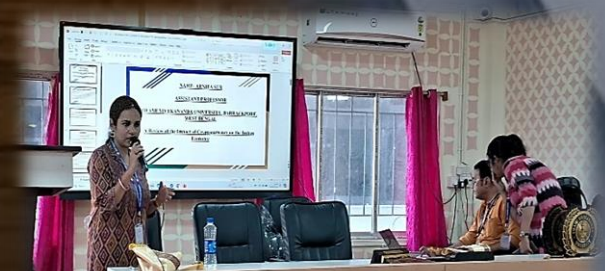
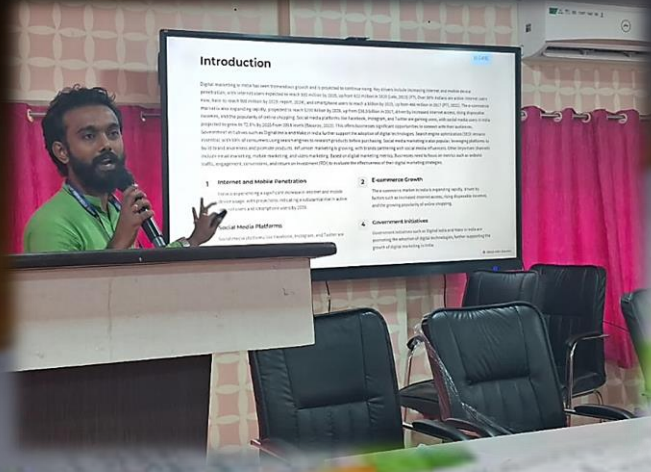
Submit Abstract and Full Papers at icbd2024@svu.ac.in

Registration Fees

- ▶ **Student (UG/PG/Ph.D.)** : ₹ 1000/ US \$ 25
- ▶ **Academician** : ₹ 1000 / US \$ 25
- ▶ **Industry Personnel** : ₹ 1000/ US \$ 25

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Lat 22.758779°
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...the impact of the pandemic on the Indian economy. The study shows that the Indian economy has been severely affected by the pandemic, with a significant decline in GDP and a rise in unemployment. The study also highlights the need for the government to take immediate action to support the economy and create jobs.

GPS Map Camera

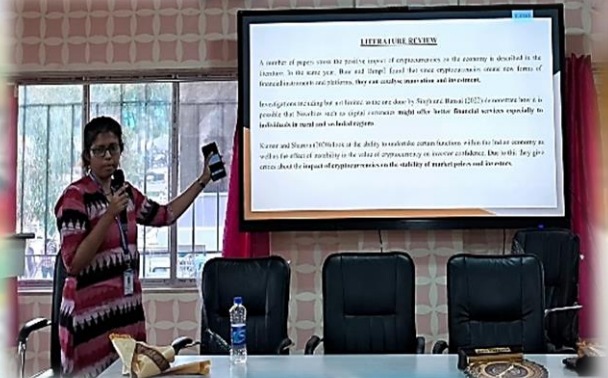
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Vivekananda Rd, Malir Math, Barrackpore, Bara Kanthalia, West Bengal 700120
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The Role of Green Finance in Sustainable Development

GPS Map Camera

Kolkata, West Bengal, India
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LITERATURE REVIEW
A number of papers show the positive impact of entrepreneurship on the economy is described in the literature. In this sense, Ray and Sengul (2018) find that entrepreneurial success can lead to financial and economic growth. They also conclude that innovation and investment in research and development are essential for a nation's economic growth. In addition, Ray and Sengul (2018) also find that entrepreneurial success can lead to financial and economic growth. They also conclude that innovation and investment in research and development are essential for a nation's economic growth.



The Role of Entrepreneurship in Economic Growth and Innovation



INTRODUCTION
The COVID-19 pandemic has profoundly affected the global economy, leading to a significant decline in GDP and a rise in unemployment. The study shows that the Indian economy has been severely affected by the pandemic, with a significant decline in GDP and a rise in unemployment. The study also highlights the need for the government to take immediate action to support the economy and create jobs.



The Importance of Entrepreneurship in Economic Growth and Innovation

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A CSR funded grant received from ICICI Foundation towards establishment of Centre of Excellence

A CSR-funded grant of ₹41,00,000 has been received from the ICICI Foundation to support the establishment of a Centre of Excellence aimed at enhancing educational and research initiatives. This significant financial contribution underscores ICICI Foundation's commitment to fostering social development and building capacity through corporate social responsibility (CSR) activities.

The Centre of Excellence will serve as a hub for innovation, research, and skill development, focusing on key areas such as entrepreneurship, technological advancements, sustainable business practices, and leadership development. It aims to bridge the gap between academia and industry by offering students and professionals opportunities to gain hands-on experience, engage in research projects, and collaborate with experts from various sectors.

With the funding from ICICI Foundation, the centre will be equipped with state-of-the-art facilities and resources to support cutting-edge research and development. This initiative will help drive skill enhancement, promote innovative thinking, and contribute to the overall development of students and faculty alike. The grant not only represents a substantial investment in the educational ecosystem but also aligns with ICICI Foundation's vision of contributing to nation-building through education and skill development. The establishment of the Centre of Excellence is expected to have a long-term positive impact on the institution, its students, and the broader community.



Establishment of Centre of Excellence

by ICICI Foundation



24th September 2024

Meeting of Board of Studies of School of Management

The Meeting of the Board of Studies (BoS) for the School of Management was convened to discuss and review the academic curriculum, teaching methodologies, and future initiatives aimed at enhancing the overall quality of management education. The BoS, composed of esteemed faculty members, industry experts, and academic professionals, plays a crucial role in shaping the academic direction of the department.

Key agenda items for the meeting included:

- **Curriculum Revision:** The board reviewed the existing management programs, identifying areas for improvement and incorporating the latest industry trends, technological advancements, and skill development modules to ensure the curriculum remains relevant and competitive.
- **Introduction of New Specializations:** Discussions were held on introducing emerging specializations such as Digital Marketing, Fintech, Business Analytics, and Sustainable Management to better align with the evolving needs of the business world.
- **Pedagogical Enhancements:** The board emphasized the integration of experiential learning, case-based studies, and industry-driven projects to provide students with practical exposure and real-world problem-solving skills.
- **Industry-Academia Collaboration:** Plans were discussed to strengthen partnerships with industry leaders through guest lectures, internships, live projects, and collaborations for research and development initiatives.
- **Examination and Evaluation Reforms:** The board explored methods to modernize the evaluation process, incorporating continuous assessment models and project-based learning evaluations to promote holistic student development.

The Board of Studies also focused on fostering innovation in teaching methods, expanding faculty development programs, and enhancing research output within the School of Management.

The meeting concluded with a consensus on the proposed changes, with an action plan in place to implement the necessary updates. These reforms are expected to further strengthen the School of Management's academic standing and ensure that graduates are well-equipped to meet the challenges of the modern business environment.



Placement drive from EaseMyTrip

A Placement Drive was organized by EaseMyTrip, one of India's leading online travel companies, providing students with an excellent opportunity to secure jobs in the dynamic travel and tourism industry. The drive was aimed at recruiting talented individuals for various roles in sales, marketing, customer service, operations, and business development.

The event began with a pre-placement talk, where representatives from EaseMyTrip shared insights about the company, its growth journey, work culture, and the specific skill sets they were looking for in potential candidates. The presentation highlighted the fast-paced nature of the travel industry and the exciting career opportunities available at EaseMyTrip.

Students participated in multiple rounds of selection, including aptitude tests, group discussions, and personal interviews. The company's recruitment team assessed candidates based on their communication skills, problem-solving abilities, and adaptability to the travel sector's dynamic environment.

Many students received job offers and internship opportunities, with roles focusing on customer relations, sales management, digital marketing, and operations. The selected candidates were excited about joining a growing and innovative company that is making significant strides in the online travel industry.



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Students' Corner



I am Rinku Das, a student of Swami Vivekananda University MHA 3rd semester. Recently, I am working in Galaxy Super speciality Hospital, Barrackpore as a Patient Relationship Executive. Here, my job role is - Communication with patient, patient relatives, physicians, nurses & others dept from admission to discharge, responding to patient needs, follow up all tests and reports, promoting patient satisfaction, solve the patient or patient relatives problem and patient feedback etc.



My name is Rajaram Giri. I am doing Masters in Hospital Administration from Swami Vivekananda University. Now I am working in G Guru Gopiram Hospital, Asansol. I joined here as junior executive. I have to work in different departments of hospital like IPD, OPD, Emergency, MRD, Reception etc. Overall, I am very happy to work in this hospital and I can learn a lot.